

Application No. 10/743,806  
Attorney Docket No.: 032148  
Amendment Under 37 C.F.R. § 1.111

### **REMARKS**

Claims 1 and 3-15 are pending in the present application. Claims 1, 13, 14 and 15 are herein amended.

#### **Claim Rejections - 35 U.S.C. §§ 102 and 103**

Claims 1, 3-5, 7, 10, 11-12 and 14 were rejected under 35 U.S.C. § 102(e) as being anticipated by **Yoshinaga** (U.S. Patent No. 6,061,038); claim 6 was rejected under 35 U.S.C. § 103(a) as being unpatentable over **Yoshinaga** in view of **Sakaguchi** (U.S. Patent No. 6,448,951); and claims 8, 9, 13 and 15 were rejected under 35 U.S.C. § 103(a) as being unpatentable over **Yoshinaga** in view of **Sato** (U.S. Patent No. 7,030,848).

Favorable reconsideration is requested.

Applicants respectfully submit that Yoshinaga does not teach or suggest:

adjusting, *independently for each color*, an intensity of light incident on said display element and a light control variable in said display element, based on *the respective grayscale level of each color*

as recited in amended claim 14 and similarly recited in amended claim 15, and “an adjusting unit” for performing this function as recited in amended claims 1 and 13.

Yoshinaga discloses that brightness levels of three primary color signals (R, G and B) are compared with each other for each pixel unit to determine the minimum value  $W_{min}$  thereof. (Col. 7, lines 42-47.) Thus, the determination of  $W_{min}$  is based on the detection of grayscale level of each color R, G and B.

The minimum value  $W_{min}$  is compared over an entire frame to determine the maximum value  $W_{max}$  of the brightness level of the white signal in that frame. (Col. 7, lines 47-50.)

A motion detection circuit detects whether there is motion of an image relative to the image of the previous frame, or detects a change of the maximum brightness. (Col. 7, lines 58-65; col. 8, lines 25-44.) Based on this detection, the motion detection circuit then determines proportion  $S$  of the brightness level of the white signal of the above-described  $W_{\max}$  to be displayed in the  $W$  field.

$W'$  is determined based on the maximum brightness  $W_{\max}$  of the white signal in one frame multiplied by the above-described proportion  $S$ . (See col. 7, line 66 to col. 8, line 8.)

$W'$  is then subtracted from each of  $R$ ,  $G$  and  $B$  to obtain  $R'$ ,  $G'$  and  $B'$ . (Col. 8, lines 57-64.)

Thus, Yoshinaga teaches adjusting display signals  $R$ ,  $G$  and  $B$ . However, each signal is adjusted by the same amount, *i.e.*,  $W'$ .

By contrast, the present claims recite detection of respective grayscale levels for each color and independent adjustment of each color based on their respective detected grayscale level. More specifically, in a sub-frame of the “ $R$ ,” grayscale level of display data  $R$  is detected and then the intensity of incident light and the light control variable are adjusted for “ $R$ .” The same procedure is followed independently for “ $G$ ” and “ $B$ .” Since respective grayscale levels of  $R$ ,  $G$  and  $B$  are independent, the adjustment amount is independently determined for each of  $R$ ,  $G$  and  $B$ .

Yoshinaga does not disclose independent adjustment of each color based on respective grayscale level for each color. Therefore, Yoshinaga does not disclose the elements as recited in claims 1 and 13-15.

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For at least the foregoing reasons, claims 1 and 13-15 are patentable over the cited references, and claims 3-12 are patentable by virtue of their dependence from claim 1. Accordingly, withdrawal of the rejection of claims 1 and 3-15 is hereby solicited.

In view of the aforementioned amendments and accompanying remarks, Applicants submit that the claims, as herein amended, are in condition for allowance. Applicants request such action at an early date.

If the Examiner believes that this application is not now in condition for allowance, the Examiner is requested to contact Applicants' undersigned attorney to arrange for an interview to expedite the disposition of this case.

If this paper is not timely filed, Applicants respectfully petition for an appropriate extension of time. The fees for such an extension or any other fees that may be due with respect to this paper may be charged to Deposit Account No. 50-2866.

Respectfully submitted,

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